

Message Text

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PAGE 01 STATE 219641

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ORIGIN NEA-16

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DRAFTED BY NEA/EGY:LWSEMAKIS:PM

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FM SECSTATE WASHDC

TO AMEMBASSY CAIRO

UNCLAS STATE 219641

E.O. 11652: N/A

TAGS: BTRA, EG

SUBJECT: VISIT OF COCA COLA EXECUTIVES

REF: CAIRO 7595

1. COCA COLA REPRESENTATIVES DAVIS AND AYOUB OF ATLANTA RECENTLY INFORMED DEPARTMENT THEY WERE IN TOUCH WITH EGYPTIAN EMBASSY AND WITH MARWAN WHEN HE WAS LAST IN WASHINGTON. DATES FOR VISIT TO EGYPT NOT YET DETERMINED, BUT BOTH DAVIS AND AYOUB HAVE ASSURED US THEY WILL CONSULT WITH DEPARTMENT BEFORE MOVING AHEAD. ACCORDING TO AYOUB, COCA COLA IS STILL EAGER TO BECOME ACTIVE IN EGYPT BUT WISHES TO STUDY SITUATION FURTHER.

2. MEANWHILE, WE HAVE URGED COCA COLA REPS TO STAY IN TOUCH WITH DEPARTMENT AND HAVE ALSO NOTED EMBASSY'S READINESS TO BE OF ASSISTANCE WHEN COCA COLA IS READY TO MOVE.

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